APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/526,754	03/16/2000	Brett A. Hurt	COREMET-001	1157

7590   03/31/2003

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EXAMINER
DURAN, ARTHUR D

ART UNIT	PAPER NUMBER
3622	

DATE MAILED: 03/31/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 07-01)

	Application No.	Applicant(s)
Office Action Summary	09/526,754	HURT ET AL.
	Examiner	Art Unit	
	Arthur Duran	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on _16 March 2000_ .

2a)☐ This action is **FINAL**.　　　　2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) _1-31_ is/are pending in the application.

　　4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) _1-31_ is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

　　Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

11)☐ The proposed drawing correction filed on _____ is: a)☐ approved b)☐ disapproved by the Examiner.

　　If approved, corrected drawings are required in reply to this Office action.

12)☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

13)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

　　a)☐ All b)☐ Some * c)☐ None of:

　　　　1.☐ Certified copies of the priority documents have been received.

　　　　2.☐ Certified copies of the priority documents have been received in Application No. _____ .

　　　　3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
　　　　　　application from the International Bureau (PCT Rule 17.2(a)).

　　* See the attached detailed Office action for a list of the certified copies not received.

14)☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).

　　a) ☐ The translation of the foreign language provisional application has been received.

15)☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)　　　　　　4) ☐ Interview Summary (PTO-413) Paper No(s). _____ .
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)　　5) ☐ Notice of Informal Patent Application (PTO-152)
3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____ .　　6) ☐ Other: .

DETAILED ACTION

1.   Claims 1-31 have been examined.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the

basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in a patent granted on an application for patent by another filed in the United
> States before the invention thereof by the applicant for patent, or on an international application by another who
> has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention
> thereof by the applicant for patent.

The changes made to 35 U.S.C. 102(e) by the American Inventors Protection Act of 1999

(AIPA) and the Intellectual Property and High Technology Technical Amendments Act of 2002

do not apply when the reference is a U.S. patent resulting directly or indirectly from an

international application filed before November 29, 2000. Therefore, the prior art date of the

reference is determined under 35 U.S.C. 102(e) prior to the amendment by the AIPA (pre-AIPA

35 U.S.C. 102(e)).

2.   Claims 1-31 are rejected under 35 U.S.C. 102(e) as being unpatentable over Angles

(5,933,811).

Claims 1, 10, 17, 21, 26: Angles discloses a system, method, server, medium for

providing personalized content to an e-commerce customer comprising:

a content management server that receives a query from a customer computer via a data network, the query including the identity of a client and the identity of the e-commerce customer (col 3, lines 45-54; col 3, lines 54-60; col 2, lines 54-58);

the content management server identifying personalized content to be displayed to the e-commerce customer on the customer computer, wherein the personalized content is identified based upon the identity of the client and the identity of the e-commerce customer (col 15, lines 20-31); and

the content management server returning a response to the customer computer via the data network that identifies the personalized content (col 15, line 65-col 16, line 7).

Further discloses a processor, memory, user interface, network interface (col 2, lines 45-59; col 9, line 35- col 10, line 42).

Further discloses a downloadable web page stored on a client web server comprising an image to be displayed on a customer computer (col 1, lines 33-44).

Claim 2, 11, 22, 27: Angles discloses the system, method, server, medium of claims 1, 10, 21, 26, and further discloses that:
the query also includes a secondary identifier that relates to the client; and
the content management server also uses the secondary identifier to identify the personalized content (col 15, lines 20-31; col 15, line 65-col 16, line 7).

Claims 3, 12, 19, 23, 28: Angles discloses the system, method, server, medium of claims 1, 10, 17, 21, 26, and further discloses that the identity of the personalized content corresponds to an image to be displayed to the e-commerce customer on the customer computer (col 10, lines 15-20; col 15, line 65-col 16, line 7; col 13, lines 40-46).

Claims 4, 13, 20, 24, 29: Angles discloses the system, method, server, medium of claims 1, 10, 17, 21, 26, and further discloses that the identity of the personalized content corresponds to an executable file to be executed by the customer computer (col 15, line 65-col 16, line 15; col 7, line 60-col 8, line 8; col 8, lines 15-20).

Claims 5, 14: Angles discloses the system and method of claims 1, 10, and further discloses that the content management server identifies the personalized content via a table lookup operation in which the identity of the e-commerce customer serves as an index (col 15, line 65-col 16, line 15; col 16, lines 15-25).

Claims 6, 15, 25, 30: Angles discloses the system, method, server, medium of claims 1, 10, 21, 26, and further discloses a data aggregation server that receives e-commerce customer information corresponding to the query from the content management server, the e-commerce customer information including the identity of the client, the identity of the e-commerce customer and the identity of the personalized content and storing the customer information (col 3, lines 45-54; col 3, lines 54-60; col 2, lines 54-58; col 15, lines 20-31; col 15, line 65-col 16, line 7).

Claim 7: Angles discloses the system of claim 6, and further discloses a personalization/segmentation database coupled to the data aggregation server, the personalization/segmentation database storing e-commerce customer information for a plurality of e-commerce customers (col 15, lines 20-31; col 16, lines 25-45).

Claim 8, 16, 31: Angles discloses the system, method, medium of claims 7, 15, 30, and further discloses:

a content management interface server coupled to the personalization/segmentation database and

to the content management server;

wherein the content management interface server supports the association of personalized

content to segments of e-commerce customers;

wherein the content management interface server creates an association of personalized

content with the segments of e-commerce customers;

wherein the content management interface downloads the association of personalized

content with the segments of e-commerce customers to the content management server (col 3,

lines 45-54; col 3, lines 54-60; col 2, lines 54-58; col 15, lines 20-31; col 15, line 65-col 16, line

7).

Claim 9: Angles discloses the system of claim 1, and further discloses:

the content management server comprises a plurality of separate server computers, each of which

services a particular set of queries (col 13, lines 35-46); and

the system further comprises a load balancing server coupled to the plurality of separate

server computers and to the data network, wherein the load balancing server routes queries to the

plurality of separate server computers (col 8, lines 20-33; col 13, lines 46-54; col 6, lines 4-15).

Claim 18: Angles discloses a downloadable web page as in claim 17, and further

discloses receiving a response from the content management server including the address of

personalized content (col 15, lines 43-40; col 15, lines 22-25), retrieving the personalized content

(col 15, lines 28-31), and presenting the personalized content on the customer computer (col 16,

lines 14-15; col 15, lines 28-31).

Conclusion

The following prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

a. Gerace (5,848,396) targeted content to users.

b. Dedrick (5,724,521) discloses targeted content to users including matching the content providers.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Arthur Duran whose telephone number is (703)305-4687. The examiner can normally be reached on Mon- Fri, 7:30-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (703)305-8469. The fax phone numbers for the organization where this application or proceeding is assigned are (703)872-9326 for regular communications and (703)872-9327 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703)308-1113.

March 11, 2003